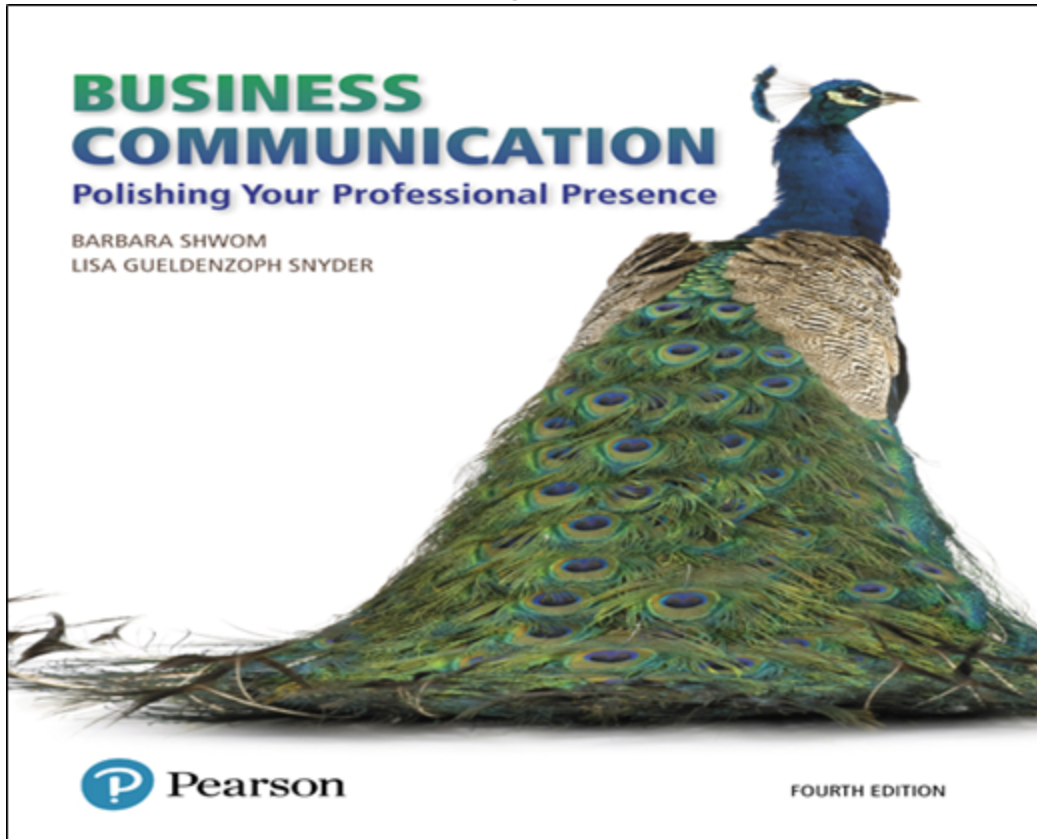


BUSINESS COMMUNICATION

COMM 3160 | SPRING 2019



Faculty Name and Contact Information

J. Joy Davis, MBA
Office Hours: TR BY appointment
Email: joy.davis@uncc.edu
(Email is the best way to contact. Allow for 24 hours response time.)

Required Texts

Business Communication: Polishing Your Professional Presence 4th Edition

Course Description

COMM 3160. Business Communications (WO). Junior Standing. The nature and problems of individual, interpersonal and organizational communication in business. Various verbal techniques such as business presentations and writing will be developed and practiced for effective organizational and individual performance.

Course Structure

Weekly lectures, class discussions, guests' lectures and oral presentations will comprise class sessions. This is a seminar-style course. As such, students are expected to contribute to class discussion. Some of the class sessions and materials will be directed on Canvas. Refer to the class schedule for specific dates.

Learning Objectives

Upon completion of this course, you should be able to:
Understand the communication process and recognize the role of the audience in preparing and presenting messages.
Understand and apply effective speaking and writing techniques
Understand and use technology to improve written and oral communication

Course Website

<https://canvas.uncc.edu> (Access via your NInerNet username and password)
MyBCommLab (Access for all homework highlighted in red in the course schedule)

Course Expectations

Today is the FIRST day of the rest of your life. You will excel if you treat it as such AND you will also reap the rewards. I expect GREATNESS.

Attendance: Class attendance is mandatory. Come to class on time and plan to stay for the full class period. It is **NOT ACCEPTABLE** to be regularly tardy for class. Expect pop quizzes and/or in-class assignments and if you are tardy or leave class early then you may not make it up. Attendance checks will take place one per week on varying class days.

10 points will be deducted for each unexcused absence from your final total points. Absences are excused only if a student has a documented illness (specific excuse from a doctor) or other emergency absence permitted by the University.

If you are late or leave early – first/last 15 minutes – 5 points will be deducted from your final total points. On Presentation and Guest Speaker class days; **ATTENDANCE IS MANDATORY. 15 ADDITIONAL POINTS WILL BE DEDUCTED FROM YOUR FINAL GRADE FOR EACH PRESENTATION DAY MISSED.**

If you work or have other activities scheduled during any of the hours of our class then you should **NOT** take this course. A university-approved excuse covers extended absences due to family crisis, being on a university sports team or approved organization. This note must come from the Dean of Students or the Athletic Department.

No talking, no outside work or sleeping during class lectures.

Technology Policy: No usage of cell phones/music or earphone equipment.

No cell phones should be out during class times. This includes simply sitting at your desk. While you may use your laptop for notes, the use of your laptop for anything other than note taking will not be tolerated.

Students caught doing so will be asked to close their laptop for the remainder of the class.

Remain for the entire class period unless extenuating circumstances prevail (please discuss **IN ADVANCE** with the instructor). It is your responsibility to get any work you miss from class (notes,

assignments) from a fellow student.

Participation in class discussion on readings and viewings is expected. Your contribution should reflect that you have read and engaged with course materials and that you are making connections between course materials and your own outside readings.

No Extra Credit will be offered to any one student that is not offered to the entire class. It is unfair for me to make a deal with you that are not offered to the entire class. There will be extra credit opportunities offered throughout the course.

Grades are posted on Canvas. The assignments in COMM 3160 are weighted. Therefore, I am unable to calculate your grade for you until all assignments have been submitted. No final grade will be changed unless there is a calculation error. Adhere to all deadlines to receive full credit.

Questions about grades MUST be discussed within (2) class periods after receiving the graded work.

Grade Appeals - I will not discuss assignment grades or test items on the day an assignment or test is returned. All other discussion of grades will occur after at least one day (24 hours) and no more than two class periods after the assignment has been returned. If you are absent on the day of return, your time frame for an appeal is the same as for those students that were present on return day. To make an appeal, please email me within the appropriate time frame with a detailed argument explaining why you believe you deserve a different score. You will also need to return the graded assignment the class period following your email so I can compare it to your email. I will comment on your argument by either agreeing or disagreeing. If I agree with you, you will receive the points. If I disagree, you have the opportunity to make an appointment during office hours. No grade appeals will be heard following the last day of classes unless it concerns a grade returned during the final exam period. In this case, an email as described above must be sent before the end of my office hours scheduled during the final exam period.

If you miss an EXAM, WRITTEN ASSIGNMENT or PRESENTATION, you will receive a “zero” unless a documented excuse from the Dean of Students office is presented.

Once the first exam has been completed and turned in, students who arrive late will not be permitted to take the exam.

Oral Assignments:

All presentations are conducted during class time.

Business attire is required to present. Ten points will be deducted from final presentation grade for inappropriate attire or tardiness on presentation day.

Written Assignments

You will use Canvas to turn in assignments. No print outs or email assignments are permitted.

IT Service Desk (704-687-5500) is available if you encounter technical difficulties. Plan ahead as technical difficulties are not considered an excuse for late assignments and any work turned in after the deadline will not be accepted. You are welcome to turn in early.

Vericite plagiarism detection used when submitting courses via Canvas.

Online Homework Assignments:

Online homework assignments will be available through Canvas/Pearson MyLab and Mastering with specific deadlines assigned.

Pay close attention to deadlines in order to avoid zeroes on the homework assignments.

MyLab homework is noted **in red** in the syllabus.

Grading Scale:

Your final grade in the course is based upon a 10-point scale

	A= 90-100	
B= 80-89		D= 60-69
C= 70-79		F= Below 59

UNC Charlotte Email Account: Peruse your UNC Charlotte email account regularly for announcements and emails from me. This is the only email account to which I will send correspondence.

Academic Integrity: All work is governed by the UNCC Code of Student Academic Integrity (<http://legal.uncc.edu/policies/up-407>). Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the professor.

COMM 3160 COURSE GRADES

EXAMS

Exam # 1 (50 questions)	100 points
Exam # 2 (cumulative)	100 points

KEY WRITTEN & ORAL ASSIGNMENTS

Informative Report	100 points
Informative Presentation	100 points
Analytical Report	100 points
Persuasive Presentation	100 points

ONLINE HOMEWORK AND IN-CLASS EXERCISES

Online Simulations, Online Quizzes, In-class Exercises,
Homework

EXTRA CREDIT

Niblock Center/Career Center/University Speaking Center -----

*Point allotment and weight may vary

Class Schedule

Our class schedule is subject to change during the semester.
Refer to Canvas and MyBCommLab on expanded details and
assignment instructions.

R 1/10

Ch. 1- Course objectives and requirements

- Get Started With MyLab Business Communication Due 11:00 p.m. on 1/14
- Introduction to Dynamic Study Module
- Ch. 1 Video Quiz Due 11:00 p.m. on 1/14
- Ch. 3 Study Module Due 11:00 p.m. on 1/14

T 1/15

Ch. 3

- Planning business messages
- Analyzing audience

Ch. 1

- Professional communication in a digital, social, mobile world
- The communication process
- Overcoming barriers to communication
- Ch. 3 Quiz Due 11:00 p.m. on 1/20
- Ch. 3 Simulation Due 11:00 p.m. on 1/20

R 1/17

Ch. 11- Business presentation planning

- Organizing and outlining your presentation
- Business presentations vs. speeches

T 1/22

GROUP WORK- MEET OUTSIDE OF CLASS

Developing effective multimedia aids

- Ch. 11 Quiz Due 11:00 p.m. on 1/27

- Ch. 11 Simulation Due 11:00 p.m. on 1/27

- Extra Credit (10 points; completed by noon on 4/15)

University Speaking Center

1. Attend workshop OR

2. Attend 30-minute consultation OR

3. Career Center Mock Interview

R 1/24

Ch. 11 - Practicing delivery; overcoming stage fright

- Impromptu presentation practice

- Developing an “elevator pitch”

- Ch. 12 Quiz Due 11:00 p.m. on 2/3

- Ch. 12 Simulation - Cover Letters & Resumes Due 11:00 p.m. on 2/3

- Ch. 12 Simulation – Interviewing Due 11:00 p.m. on 2/3

MODULE #2 – GETTING THE POSITION!

T 1/29

Ch. 12- Employment communication

- Resume, cover letter, and LinkedIn profile

- Extra Credit (10 points; completed by 1:00 on 4/30); attend ONE Niblock Student Center “Lunch & Learn” Event in Friday 302 (advanced registration required)

Can receive up to 20 points max in total extra credit points for the semester

R 1/31 GROUP WORK- MEET OUTSIDE OF CLASS

Ch. 12 - Employment communication- Interviewing/Networking

- Salary Negotiation

- Writing Style Test Due 11:00 p.m. on 2/7

**MODULE #3 – WRITING & SPEAKING
YOUR WAY TO A PROMOTION!**

T 2/5

Appendix C -- Improving grammar, mechanics, & usage
- Skill building exercise: Grammar Jeopardy

R 2/7

GROUP WORK- MEET OUTSIDE OF CLASS

Grammar Test Due 11:00 p.m. on 2/10

T 2/12

Ch. 3- Writing business messages (Style)

- Skill building exercise: writing memos**
- Presentation sign-ups (informative and persuasive presentations, and speech)**

Ch. 3 - Writing business messages (Style)

- Chapter 8 Simulation Due 11:00 p.m. on 2/17

- Chapter 10 Simulation Due 11:00 p.m. on 2/17

R 2/14

GROUP WORK- MEET OUTSIDE OF CLASS

Ch. 8- Business research

- Planning reports and proposals**
- Skill building exercise: conducting research**

T 2/19

Ch. 8- Analyzing information

- Skill building exercise: analyzing information**
- INFORMATIVE REPORT OUTLINE DUE (Only President submits) 5:00 p.m.**

R 2/21

- GROUP WORK. MEET OUTSIDE OF CLASS.

T 2/26

Ch. 9- Preparing persuasive business proposals

Ch. 10- Preparing business reports

- APA Style

- Complete Quizzes (Chapters 8, 9, 10)

Due 2/24 11:00 p.m.

**- INFORMATIVE REPORT DRAFT DUE
5:00 p.m**

T 2/28

MIDTERM

3/4-3/9 Student Recess – No Classes

T 3/12 NO CLASS

Ch. 7- Using social media in business

- Writing a blog

INFORMATIVE REPORT DUE 5:00 p.m.

R 3/14

Ch. 4- Communicating routine messages

- Role play: Congratulating your team

Ch. 6- Communicating bad news

- Role play: Performance review

T 3/19

Ch. 11- INFORMATIVE PRESENTATIONS

R 3/21

Ch. 11- INFORMATIVE PRESENTATIONS

T 3/26

Ch. 11- INFORMATIVE PRESENTATIONS

R 3/28 NO CLASS

- ANALYTICAL REPORT DRAFT DUE 5:00 p.m.

T 4/2

Ch. 5- Communicating persuasive messages

R 4/4

- ANALYTICAL REPORT DUE 5:00 p.m.

-Ch. 5- Persuasive messages (cont.)

- Role play: Sales and negotiation

T 4/9

Ch. 2- Working with others: team communication

Ch. 2- Working with others: intercultural communication

- Ch. 2 Simulation Due 11:00 p.m. on 4/14

- Ch. 2 Video Quiz Due 11:00 p.m. on 4/14

R 4/11

- Ch. 11 -PERSUASIVE PRESENTATIONS

T 4/16

-Ch. 11 - PERSUASIVE PRESENTATIONS

R 4/18

-Ch. 11 - PERSUASIVE PRESENTATIONS

T 4/23

-Ch. 11 - PERSUASIVE PRESENTATIONS

R 4/25

-Ch. 11 - PERSUASIVE PRESENTATIONS

T 4/30

LAST DAY OF CLASSES

R 5/1

Reading Day

5/2-5/9 FINAL EXAMS

5/10 & 5/11- COMMENCEMENT

Final Grades Inputted By:

May 13 @ Noon